



Emma S. Barrientos

Mexican American Cultural Center

LATINO ARTIST RESIDENCY PROGRAM 2016 APPLICATION GUIDELINES

Deadline: December 7th, 2015

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Important Deadlines and Delivery Details

Late Applications will NOT be accepted.

Metered mail is NOT acceptable.

Application and support material deadline: **Monday, December 7th, 2015**

Emailed applications: Must be received by **6pm, Monday, December 7th, 2015** at

LARPMACC@austintexas.gov

Hand delivered applications: Must be received by **6pm, Monday, December 7th, 2015**

Standard mailed applications: Must be postmarked no later than **Monday, December 7, 2015**

Emma S. Barrientos Mexican American Cultural Center

ATTN: LARP Application

600 River Street

Austin, Texas 78701



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1. INTRODUCTION

The City of Austin offers artistic residencies for service providers identified through a competitive application and review process.

This booklet contains requisite information and forms to help qualified organizations and cultural artists interested in applying for the Latino Arts Residency Program (LARP), a component of the City of Austin's Emma S. Barrientos Mexican American Cultural Center program. The Latino Arts Residency Program takes place year round on a rotational basis for a minimum residency period of three months or a potential maximum of three years for a residency.

The Latino Arts Residency Program is a developmental program for Latino arts organizations and artists in all disciplines that provide quality arts and cultural programming to the Austin community and the Extra Territorial Jurisdiction. The purpose of this program is to reinforce the artistic and cultural industry representing an important component of the economy of Austin and to celebrate and promote Austin as an exciting, vibrant, and diverse cultural destination for visitors and tourists throughout the world.

All applicants are required to read the guidelines and application instructions for details of program eligibility, requirements, and evaluation criteria prior to beginning the application process. The FY 2015-2016 Guidelines reflect criteria adopted by the Emma S. Barrientos Mexican American Cultural Center Board in an effort to streamline the application and review process and to maintain accountability and integrity of this allocation of public funds. Program guidelines are reviewed periodically throughout the year; any changes adopted by the Parks and Recreation Department (PARD) will be distributed by PARD.

On August 25, 2011, Austin's City Council passed Resolution 71 directing the City Manager to research and consider a plan to fund and implement the creation of a *Latino Artist Residency Program* at the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC).

Responding to Resolution 71 and the directive "to research and consider a plan to fund and implement the creation of a *Latino Artist Residency Program* at the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC)," the PARD Staff and Working Group Board Members of the ESB-MACC formulated a plan to fund and implement the creation of the *Latino Artist Residency Program* (LARP) at the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC), based on the specific needs articulated by the stakeholders: the Latino arts organizations and artists and the ESB-MACC. In order to understand the specific stakeholder needs, members of the ESB-MACC Advisory Board and Parks staff met with Latino arts community leaders and representatives in 17 different interviews and focus groups in all artistic disciplines.

The proposal was accepted as part of the budget process in September 2012 to develop a Latino Arts Residency Program at the ESB-MACC for non-profit arts organizations or arts organizations with fiscal sponsorship as well as individual Latino artists who produce art works pertaining to the Emma S. Barrientos Mexican American Cultural Center.



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2. MISSION STATEMENT:

The Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) is dedicated to the preservation, creation, presentation, and promotion of Mexican American cultural arts and heritage. The Center is a resource for the community and visitors to learn and participate in classes and programs that will foster a meaningful understanding and appreciation of not only Mexican American, but also Native American, Chicano, and other Latino cultures. The programs and educational curriculum include areas of visual art, theatre, dance, literature, music, language arts, and multi-media.

PURPOSE AND MISSION OF LARP

The Latino Artist Residency Program is devoted to cultivating sustainable Latino arts organizations and artists at the Emma S. Barrientos Mexican American Cultural Center. During their time of residency, cultural artists will produce innovative and professional art works to be presented and publicly engaged at the Center. The residency program seeks to expand increased partnerships, artistic production, audience awareness and cultural expansion and innovation. The LARP Program will activate the public sphere in the art making, cultural and educational process of interactive dialogue.

Parks Department Mission

The purpose of the Parks and Recreation Department is to provide, protect and preserve a park system that promotes quality recreational, cultural and outdoor experiences for the Austin community.

Museum & Cultural Programs Division

The City of Austin's Museum & Cultural programs Division is comprised of five museums and four cultural centers and the Zilker Hillside Theater. Collectively, these historical and cultural sites aim to enrich, educate and engage Austin citizens and visitors of all ages through high quality and meaningful events, stunning public art, innovative classes and exhibits.

3. GOALS FOR RESIDENCIES

- 1. Support artists and arts organizations of all mediums as they engage in meaningful work:**
 - Promote the value of arts, culture, and creativity
 - Explore complex and innovative forms of artistic expression
 - Build and diversify audiences through research and marketing strategies
 - Contribute to cultural tourism development.
- 2. Support arts, culture, and creativity as an integral component of a vibrant community and a thriving economy:**
 - Forage and sustain partnerships and creative collaborations within the community
 - Foster sustainable growth and development of the creative community via direct art initiatives and practices
 - Attract the workforce and businesses that value a creative community
- 3. Preserve the unique character of Austin while encouraging artistic and cultural excellence and innovation:**



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- Encourage excellence, innovation, and collaboration in the creation and presentation of artistic and cultural work
- Strengthen and expand the artistic spheres of Latino production, performance and dialogue
- Preserve the integrity and authenticity of Latino/Mexican-American cultural sites in the surrounding ESB-MACC community
- Support artists and organizations in developing their organizations as well as new programs and activities
- Enhance the presentation of emerging and established culturally-diverse arts organizations

4. BENEFITS OF RESIDENCY AT ESB-MACC

General

- Use of ESB-MACC facilities as scheduling permits
- Opportunity to produce educational programming on a 70/30 contract (70% of educational revenue benefiting the resident company or artist)
- Joint promotions with ESB-MACC
- Programming spaces include the Auditorium, Black Box, Dance Studio, Community Gallery, Raul Salinas classroom, Music Room, Computer Lab, Balcony, Zocalo, South Lawn, and grounds.
- Marketing services, including but not limited to: research and/or audience development, identifying target markets, brand identity, and collaborative marketing
- Professional non-profit development activities
- Financial assistance of exhibition publications, invitations, documentation & marketing
- Inclusion in LARP digital online archives

Organization

- Availability of an ESB-MACC program coordinator
- Use of the facility for performances based on a rental fee of \$1 per ticket

Emerging Cultural Artists:

- Identify needs of emerging artists
- LARP Emerging Artist Certification upon completion of the program
- Potential to move forward as an Established LARP Artist

Established Cultural Artists:

- Collaborations among ESB-MACC LARP resident artists and organizations
- Exhibition and /or presentation space with support of practical details of production set-up



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5. ELIGIBILITY

- Applicants must be an IRS 501 (c) nonprofit, an organization fiscally sponsored by IRS 501 (c) nonprofit, an arts collective, or independent cultural artist
- Six months prior living residency in Austin or its Extra Territorial jurisdiction
- Organization's must be financially solvency (free of liabilities)
- Applicants may be an independent cultural artist and/or an art organization
- Detailed record of ongoing artistic/cultural work within the prior 1-2 years
- Must provide programs and services that are primarily culturally-based and/or made accessible to historically underserved communities and audiences
- Must provide artworks and/or programming that pertain to ESB-MACC mission and goals

6. TERMS OF THE RESIDENCY

The Latino Arts Residency Program is not a funding program. The following will NOT be funded by LARP:

- Costs associated with the start-up of a new organization
- Housing
- Travel costs to/from Austin, Texas
- Highly specialized equipment
- Direct project costs incurred more than 60 days prior to the grant starting date
- Fund-raising expenses
- Consultants who are members of an applicant's staff or board
- Payments to students
- Grant management costs, grant writing fees, application preparation costs, sponsorship fees, or any other grant preparation and management fees
- Operating costs not associated with the Project
- Purchase of awards, cash prizes, scholarships, contributions or donations
- Food or beverages
- Entertainment, reception, or hospitality functions
- Existing deficits, fines, contingencies, penalties, interest, or litigation costs
- Internal programs at colleges or universities
- Curriculum development or curricular activities
- Scholarly or academic research, tuition, and activities which generate academic credit or formal study toward an academic or professional degree
- Creation of textbooks/classroom materials
- Property taxes or any other tax with the exception of sales receipt and payroll tax



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The City of Austin will NOT SUPPORT:

- Programs and/or services of Austin-based arts and cultural organizations that benefit other cities or regions
- Applications that do not support nonprofit, public art activities or projects that benefit a for-profit business or activity
- More than one application per eligible program
- Programming that does not include an open and advertised event to City of Austin residents, its visitors, and tourists.

7. CRITERIA FOR SELECTION

- Artistic evaluation of organization's past exhibitions, educational background, grant funding, portfolio, and skill abilities
- Proposed number of productions and length of rehearsal period
- Ability and desire to collaborate with other organizations, artists, and projects
- Review of artist or organization's creative potential to provide educational/ cultural programs onsite at the ESB-MACC
- An analysis of types of audiences (size and diversity, age groups, and language)
- The ability to pass CBI's by the organization's leadership
- Community benefit and involvement of facilitated cultural artist and/or art organization LARP programming
- Review of Artist's submitted application narrative, proposal, work plan, work samples, CV/Resume, and references (**Cultural Artists applicants**)

IMPLEMENTATION

Following the approval of the panel recommendation, the City will enter into an agreement with the applicant organization or individual. The agreement will establish procedures and responsibilities for both the City and the LARP resident. Scheduling of spaces with all resident arts organizations and artists will be negotiated with ESB-MACC management and the other residents.

Residency Cycles

The LARP will require a panel review process. Participation in LARP is not guaranteed, nor is there a commitment to this program or participating organizations at previous or current levels.

Reports

A final report must be submitted within 30 days of completion of the project activities. The report will require production history, audiences served, demographics data, and proof that programming was executed as well as the use of required publicity verbiage and logo(s).

EVALUATION CRITERIA

Applications to LARP will be reviewed according to the following evaluation criteria. Each of the 6 following four criteria points total a maximum of 100 points. A score of at least 75 points must be earned for the application to receive a residency recommendation. The proposal must address each of the four areas.



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Therefore, the review criteria should serve as an outline for your proposal narrative. Each application will be scored individually based on the following evaluation criteria:

Organizational/Project Need: 35 Points

Management and Capability: 25 Points

Community Involvement and Impact: 20 Points

Project Feasibility: 20 Points

Review Process

Applications for LARP are processed and reviewed in the following sequence: 1) City of Austin Parks Department processes the receipt of applications; 2) staff reviews documents, distributes materials to reviewers, and facilitates the peer review panel process. Panels are comprised of objective and knowledgeable arts professionals, artists, arts administrators, educators, and community representatives with arts expertise. Peer review panels will consist of panelists from Austin, as well as a small percentage of panelists who generally represent a regional, state, and national perspective.

Panelists, approved by the ESB-MACC Board, review the panel process to ensure a fair and impartial evaluation. Panels are structured to ensure the integrity of the process, absence of conflicts of interest, and diversity of aesthetic expertise. Panelists are directed to score the applications according to established criteria, making significant contributions of expertise and time to assure that resources are wisely and fairly allocated.

Primary and Secondary Readers

Each application will be assigned a primary and secondary panel reader. Each of the primary and secondary readers receive complete applications and documentation packets and are responsible for presenting a summary of the assigned projects to the rest of the review panel members as part of the review process. The primary and secondary readers have the chief responsibility to thoroughly review the assigned applications and request clarification from staff regarding any questions concerning the application prior to the peer panel review meeting. The staff requests appropriate clarification from the applicant and forwards the response as requested.

Evaluation Process

Each application is presented to the review panel by the panelists assigned as the primary and secondary readers. Applicants may have representatives present to answer questions from review panelists.

During the panel review meeting, panels review organizations' supplemental documentation materials (Artist Application) including samples of past work in manuscript, photo, digital video, and/or recorded format, and promotional materials.

Panelists will score applications individually in accordance with established evaluation criteria.

Panel meetings are open to the public for observation only. All applicants are given an opportunity to respond to specific questions from the panel if called upon during the peer panel review process. No new materials may be distributed nor new information introduced to the panel at this time.



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Ora Houston, District 1
Delia Garza, District 2
Sabino “Pio” Renteria, District 3
Gregorio “Greg” Casar, District 4
Ann Kitchen, District 5
Don Zimmerman, District 6
Leslie Pool, District 7
Ellen Troxclair, District 8
Sheri Gallo, District 10

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Ray Baray, Chief of Staff
Rey Arellano, Assistant City Manager
Sue Edwards, Assistant City Manager
Robert Goode, Assistant City Manager
Bert Lumbreras, Assistant City Manager
Mark Washington, Acting Assistant City Manager

Parks & Recreation Department

Sara L. Hensley, CPRP, Director
Kimberly A. McNeeley, CPRP, Assistant Director
Marty Stump, Assistant Director
Cora D. Wright, Assistant Director

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